

## **AMENDMENTS TO THE CLAIMS**

This following is a listing of claims pending in the instant application:

### **CLAIMS**

1. (Currently Amended) A customer service method for handling calls to or from a plurality of callers, comprising the steps of:
  - retrieving non-vocal physiological data from a caller;
  - in response to retrieving non-vocal physiological data from the caller, assigning a priority to the caller among the plurality of callers, wherein the priority assigned is among a number of priority levels based at least on the non-vocal physiological data;
  - and
  - routing the caller based on the priority assigned to the caller in relation to other callers among the plurality of callers.
2. (Original) The method of claim 1, wherein the method further comprises the step of retrieving vocal physiological data from the caller.
3. (Original) The method of claim 2, wherein the step of assigning the priority is in response to retrieving non-vocal physiological data and vocal physiological data.
4. (Original) The method of claim 1, wherein the step of retrieving non-vocal physiological data comprises the step of retrieving at least one among an applied pressure to a phone used by the caller, a heart rate of the caller, a breath content of the caller, a breath rate of the caller a skin conductivity of the caller, an ambient noise level around the phone caller, a body temperature of the caller, and an ambient temperature around the phone caller.
5. (Currently Amended) The method of claim 1, wherein the method further comprises retrieving a profile for the caller to determine a customer value for the caller.

6. (Currently Amended) The method of claim 5, wherein the step of routing the caller is based on the priority assigned to the caller and the customer value determined for the caller.
7. (Original) The method of claim 6, wherein the method further comprises the step of increasing the priority given to a high valued caller as determined by the profile of the caller when negative non-vocal physiological data is received from the caller.
8. (Original) The method of claim 6, wherein the method further comprises the step of decreasing the priority given to a low valued caller as determined by the profile of the caller when negative non-vocal physiological data is received from the caller.
9. (Original) The method of claim 6, wherein the method further comprises the step of performing behavior modification techniques on a low valued caller as determined by the profile of the caller when negative non-vocal physiological data is received from the caller.
10. (Original) The method claim 1, wherein the method further comprises the step of sending a predetermined presentation to the caller based on the non-vocal physiological data retrieved from the caller.
11. (Original) The method of claim 10, wherein the predetermined presentation is at least one among a sound presentation, a picture presentation, a multimedia presentation, and a video presentation.

12. (Original) The method of claim 11, wherein the sound presentation is at least one among a calming music presentation, an irritating music presentation, a calming voice presentation, and an irritating voice presentation and the picture presentation is at least one among a calming picture presentation and an irritating picture presentation, and the multimedia presentation is at least one among a calming multimedia presentation and an irritating multimedia presentation, and the video presentation is at least one among a calming video presentation and an irritating video presentation

13. (Currently Amended) A customer service system for handling calls to or from a plurality of callers, comprising:

an analyzer for analyzing non-vocal physiological data retrieved from a caller;  
and

a processor programmed to:

assign a priority to the caller among the plurality of callers in response to retrieving and analyzing the non-vocal physiological data from the caller, wherein the priority assigned is among a number of priority levels; and

route the caller based on the priority assigned to the caller in relation to priority assigned to other callers among the plurality of callers.

14 (Original) The system of claim 13, wherein the analyzer further analyzes vocal physiological data from the caller and the processor is further programmed to assign the priority in response to the non-vocal physiological data and the vocal physiological data.

15. (Original) The system of claim 13, wherein the non-vocal physiological data comprises at least one among an applied pressure to a phone used by the caller, a heart rate of the caller, a skin conductivity of the caller, a breath content of the caller, a breath rate of the caller, an ambient noise level around the phone caller, a body temperature of the caller, and an ambient temperature around the phone caller.

16. (Currently Amended) The system of claim 13, wherein the processor is further programmed to retrieve a profile for the caller to determine a customer value for the caller.

17. (Currently Amended) The system of claim 16, wherein processor routes the caller based on the priority assigned to the caller and the customer value determined for the caller.

18. (Original) The system of claim 16, wherein the processor is further programmed to perform one among the steps of increase the priority given to a high valued caller when negative non-vocal physiological data is received from the caller, decrease the priority given to a low valued caller as determined by the profile of the caller when negative non-vocal physiological data is received from the caller, and perform behavior modification techniques on a low valued caller as determined by the profile of the caller when negative non-vocal physiological data is received from the caller.

19. (Currently Amended) A communication device, comprising:

a transceiver;

a non-vocal physiological detection sensor coupled to the transceiver; and

a processor coupled to the transceiver and programmed to transmit non-vocal physiological data to a third party to alter a call processing procedure at the third party, wherein the call processing procedure involves the assignment of one among a plurality of priority levels to a call from the communication device based on at least the non-vocal physiological data.

20. (Original) The communication device of claim 19, wherein the communication device further comprises a presentation device coupled to the transceiver and the processor.

21. (Original) The communication device of claim 20, wherein the processor is further programmed to receive instructions from the third party altering a presentation on the presentation device.

22. (Currently Amended) A communication device, comprising:

a receiver for receiving non-vocal physiological data from at least one transceiver among a plurality of transceivers during a call to the communication device;

a processor coupled to the receiver for analyzing the non-vocal physiological data and for assigning a priority level to the call among a number of priority levels; and

a transmitter coupled to the processor and programmed to transmit at least an instruction initiating a mood altering presentation to the at least one transceiver in response to receiving the non-vocal physiological data ~~form~~ from the at least one transceiver.